

Figure 1

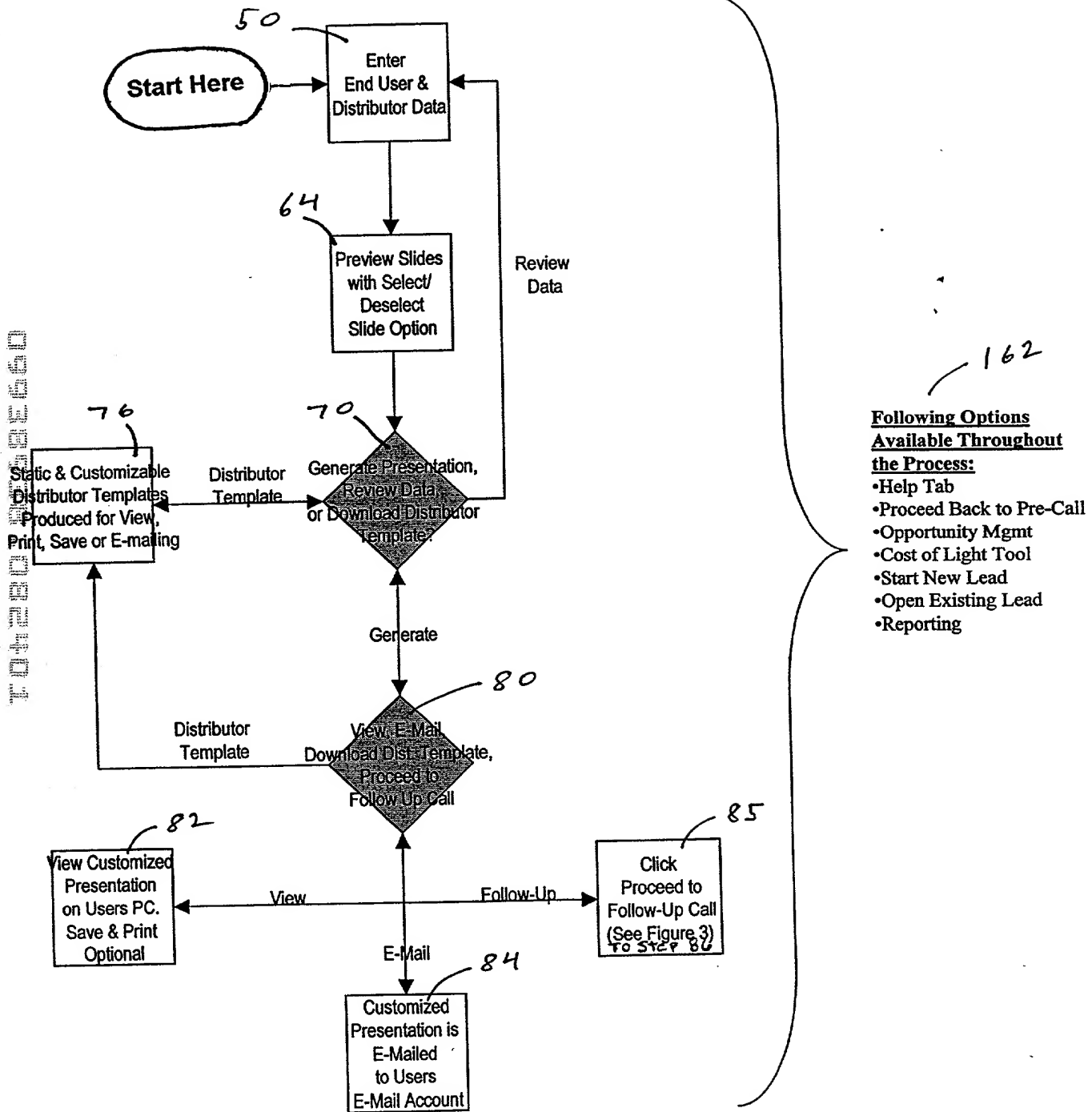


Figure 2

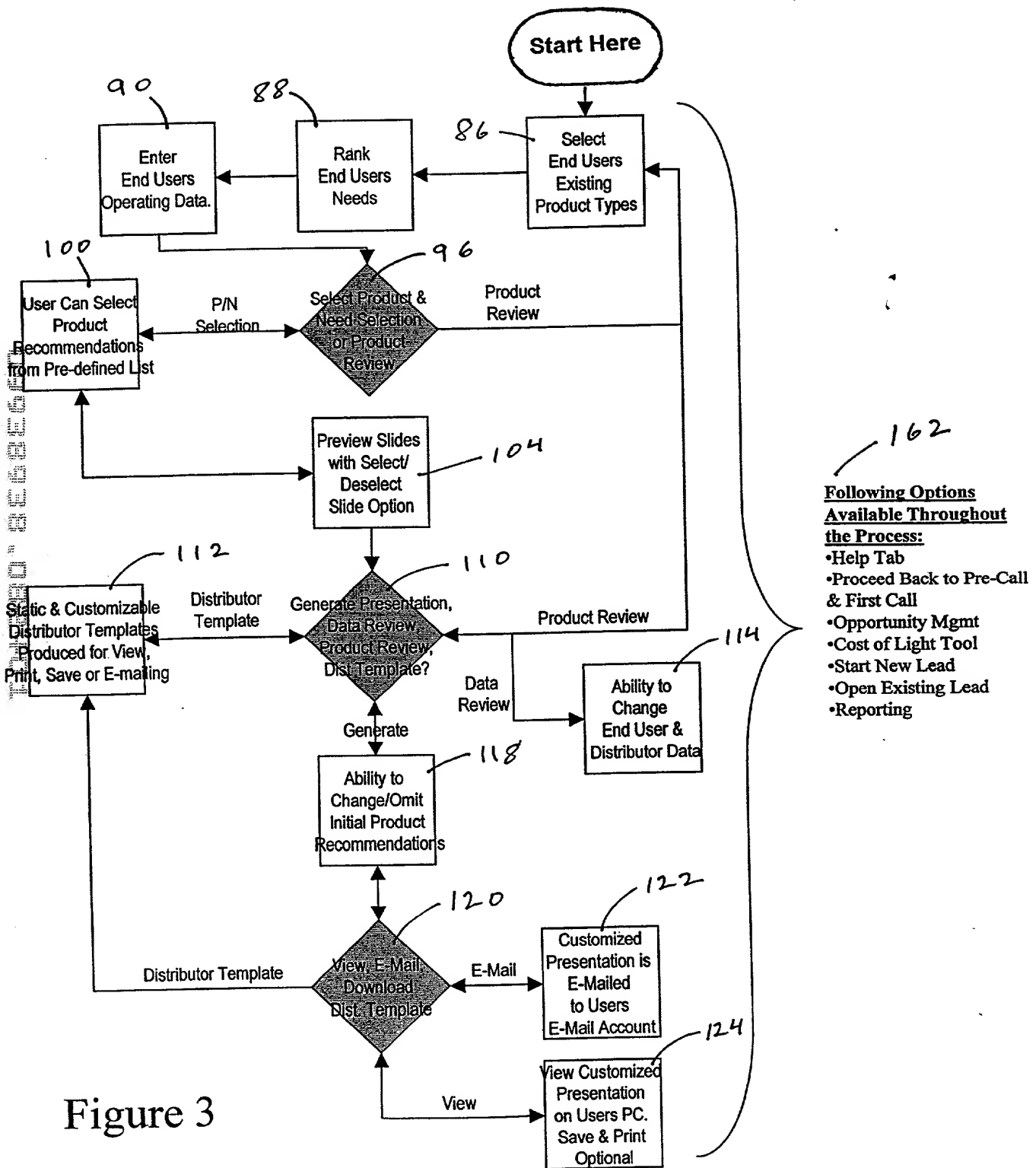
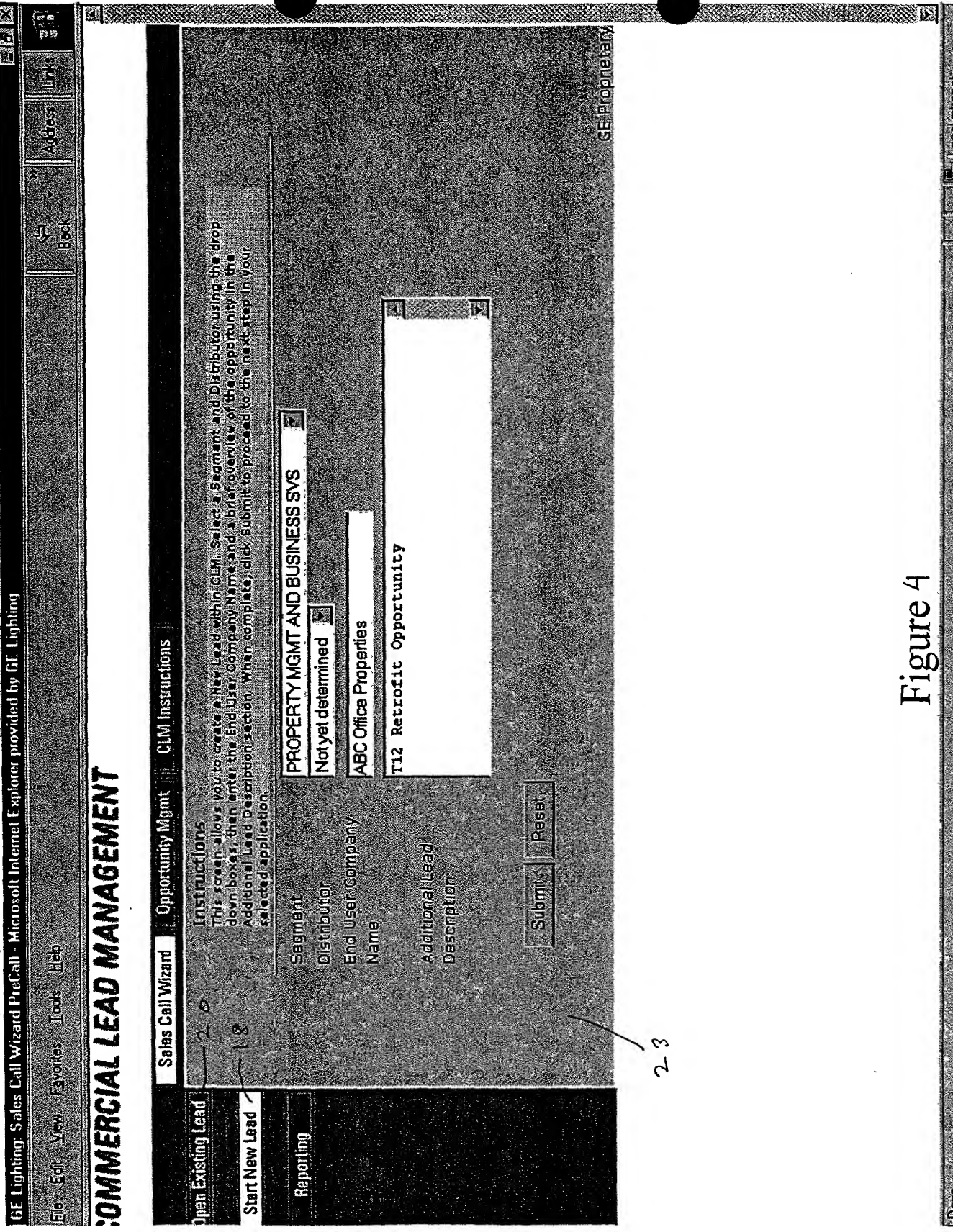


Figure 3

16



2-3

Figure 4

2-4

# COMMERCIAL LEAD MANAGEMENT

Sales Call Wizard Opportunity Mgmt

## Sales Call Wizard

Open Existing Lead

Start New Lead

Reporting



30

pre-call

31

View Pre-call Sheet Introduction Help

### Instructions

Select a C&I Segment below, then click on View or E-Mail. Sales Call Wizard produces a 2 page Pre-Call "Cheat Sheet" to give you quick & helpful segment training tips. Click the Proceed to First Call button when you are ready to move to the next step within Sales Call Wizard.

### Segment

- ☐ UTILITY STREET LIGHTING
- ☐ WAREHOUSE
- ☐ RESTAURANTS AND PERSONAL SERVICES
- ☐ HEALTH SERVICES
- ☐ RETAIL
- ☐ PROPERTY MGMT AND BUSINESS SVS
- ☐ ESCO
- ☐ INDUSTRIAL
- ☐ HOSPITALITY
- ☐ SCHOOLS AND UNIVERSITIES

2-8

View

Email

Proceed to First Call

GE Proprietary

Figure 5





GE Lighting

# Selling to Property Management

## What is important to Property Management customers...

- **Tenant Satisfaction:** Keeping tenants happy and satisfied in the office space. This is usually measured in quality of light and reduced burnouts.
- **Energy Optimization:** Reducing energy costs and "shedding load" and low power factor solutions (critical for computer intensive tenants).
- **Labor Productivity:** Freeing time of building engineers from replacing lamps to managing other aspects of a building's systems.
- **Safety / Security:** In outdoor lighting, maintaining tenant safety and reducing liability through higher light output products and longer life products.
- **Green Buildings and Environmental:** Issues in reducing energy and environmental image to tenants and owners.

## Who to talk to...

- **Building Chief Engineers** - selects suppliers and specifies products. May have Electrical Engineer reporting to him which handles lighting.
- **Property Manager** - concerned with leases and tenant contracts and tenant service; key sign off on retrofit projects and may choose suppliers.
- **Tenants** - some may purchase their own lamps and can specify brand preference to the Property Manager.

## Property Management

### Key products of interest...

- **Starcoat XL**- long life lamps help meet the needs of property managers with tenant satisfaction (fewer failures, fewer complaints) and labor productivity.
- **HIR/XL Ultra**- long life halogen lamps help meet the needs of property managers with satisfaction (fewer failures, fewer complaints) and labor productivity. HIR tenant can also reduce energy costs.
- **GE Lamp and Ballast Systems** - many commercial office spaces have yet to convert to T8 lamps and ballasts. These systems meet the key need of reducing energy rates and shedding load.
- **Genura**- In many lobbies and common areas still utilize reflector incandescent technology. Genura is a great fit offering longer life and energy reduction.

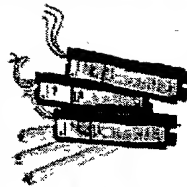
### How can I get help with this market...

- Visit us online at [www.gelighting.com](http://www.gelighting.com).
- Contact your local GE Representative for additional Market Segment information.

Genura



Starcoat  
**XL**



**Halogen - HIR/XL**

Figure 6



# COMMERCIAL LEAD MANAGEMENT

Sales Call Wizard Opportunity Mgmt

Sales Call Wizard

Pre-call Data Entry First Call Data Entry Follow-up Call

Open Existing Lead

Start New Lead

Reporting

first-call

Enter Call Information

Help

## Instructions

Fill in the simple data entry fields below to create your customized First Call presentation. When you are satisfied with the data you have entered, click the Submit button to proceed.

\* Indicates mandatory fields required to generate the First Call Cover Page.

### End User Info

\*Company ABC Office Property

Contact John Doe

### Distributor Info

Company XYZ Electric

Contact Jane Doe

\*Date of 06/30/2001  
1st Call

presentation (MM/DD/YYYY)

E-mail xx@abc.com

Title

E-mail yy@xyz.com

Title

Submit

Reset

GE Proprietary

Figure 8

Local Print: 0.8 MB

09/938938



08/24/01



# COMMERCIAL LEAD MANAGEMENT

Sales Call Wizard

Opportunity Mgmt

Sales Call Wizard

Follow-up Call

Data Entry

First Call

Data Entry

Follow-up Call

Open Existing Lead

Start New Lead

Reporting

first-call

72

74

66

29

Generate Presentation

Review Data

Distributor Templates

Help

## Instructions

Place your cursor over the slide titles to view a sample image of that slide. In the next release, you will be able to select only the slides that you want to print. After generating your first call presentation, click the View or Email buttons. Click the Proceed to Follow Up Call button when you are ready to move to the next step within Sales Call Wizard.

## PROPERTY MGMT AND BUSINESS SVS

Cover Page

GE Overview

GE Overview

Segment Overview

Cost of Light Example

Customer Needs Overview

Need 1

Need 2

Need 3

Need 4

Need 5

GE Lighting Screen Shot

Next Steps

Generate

68

Figure 9

GE Proprietary

# COMMERCIAL LEAD MANAGEMENT

Sales Call Wizard

Opportunity Mgmt

**Sales Call Wizard**

Pro-call

Data Entry

First Call

Data Entry

Follow-up Call

Open Existing Lead

Start New Lead

Reporting

## first-call

Generate Presentation

Review Data

Distribution Templates

Help

Instructions

place your cursor over the slide titles to view a sample image of that slide. In the next release, you will be able to select only the slides that you want to print. After generating your First Call presentation, click the View or Email buttons. Click the Proceed to Follow-Up Call button when you are ready to move to the next step within Sales Call Wizard.

PROPERTY MGMT AND BUSINESS SVS

Cover Page

GE Overview

Segment Overview

Cost of Light Example

Customer Needs Overview

Need 1

Need 2

Need 3

Need 4

Need 5

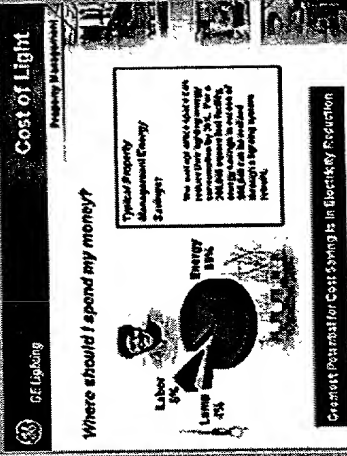
GElighting.com Screen Shot

Next Steps

View

Email

Proceed to Follow Up Call



GE Proprietary

Figure 10



Sales Call Wizard

Opportunity Mgmt

**Sales Call Wizard**

Open Existing Lead

Start New Lead

Reporting

Follow-Up Call  
Data Entry  
First Call  
Data Entry  
Pre-call

9e follow-up-call

Product & Customer Needs Selections Help

### Instructions

Select the appropriate existing products and rank all of the customer needs from 1 to 5. Input the annual hours of operation, energy rate, and date of your follow-up sales call. Click Submit to enter your data or Reset to clear all selections.

Please select the End User's existing products.

- ☒ 4' T12 Fluorescent
- ☒ 8' T12 Fluorescent
- ☒ 4' T8 Fluorescent
- ☒ 8' T8 Fluorescent
- ☐ F40CW/U/6/WM
- ☒ 75PAR30 Halogen
- ☐ 90PAR38 Halogen
- ☒ MVRL75/U
- ☐ MVR400/U
- ☐ LU400
- ☐ LU1000
- ☐ 52 Watt Incandescent
- ☐ 60 Watt Incandescent
- ☐ 67 Watt Incandescent

87

Rank the customer needs in order of Importance:

- 1 ☐ Tenant Satisfaction
- 2 ☐ Utility Optimization
- 3 ☐ Labor / Productivity
- 4 ☐ Safety & Security
- 5 ☐ Environmental

92

### Enter calculation data:

Annual Hours of Operation: 5000  
Energy Rate (\$/kwh): 1  
Date of Follow Up Presentation: 07/15/2001

94

Figure 11

# COMMERCIAL LEAD MANAGEMENT

Sales Call Wizard Opportunity Mgmt

**Sales Call Wizard**

Pre-call Data Entry First Call Data Entry Follow-Up Call

Open Existing Lead

Start New Lead

Reporting

98 follow-up-call 99

Product & Needs Selection

Product Review

Help

## Instructions

This screen allows you to review the recommendations based on the end user's existing products and primary needs. If you need to change the recommendations, click on the button next to your new selection. Click on Submit to continue or Cancel to return to the prior screen.

Note: If you select the No Upsell or Do Not Include options, no upsell recommendations pages will be produced in your final presentation.

Primary Need

Tenant Satisfaction

Current Product	Tenant Satisfaction	Utility Optimization	Labor Productivity	Safety & Security	Environmental	None
75PAR30 Halogen	<input checked="" type="radio"/> HALOGEN - HIR/XL	<input checked="" type="radio"/> HALOGEN - HIR	<input checked="" type="radio"/> HALOGEN - HIR/XL	<input checked="" type="radio"/> No Upsell	<input checked="" type="radio"/> No Upsell	<input checked="" type="radio"/> Do Not Include
8' T8 Fluorescent	<input checked="" type="radio"/> STARCOAT XL T8	<input checked="" type="radio"/> No Upsell	<input checked="" type="radio"/> STARCOAT XL T8	<input checked="" type="radio"/> STARCOAT XL T8	<input checked="" type="radio"/> No Upsell	<input checked="" type="radio"/> Do Not Include
4' T8 Fluorescent	<input checked="" type="radio"/> STARCOAT XL T8	<input checked="" type="radio"/> STARCOAT T8 WATTMISER ECLOUX	<input checked="" type="radio"/> STARCOAT XL T8	<input checked="" type="radio"/> STARCOAT XL T8	<input checked="" type="radio"/> ECOLUX FLUORESCENT	<input checked="" type="radio"/> Do Not Include
8' T12 Fluorescent	<input checked="" type="radio"/> FLUORESCENT XL	<input checked="" type="radio"/> No Upsell	<input checked="" type="radio"/> FLUORESCENT XL	<input checked="" type="radio"/> FLUORESCENT XL	<input checked="" type="radio"/> ECOLUX FLUORESCENT	<input checked="" type="radio"/> Do Not Include
4' T12 Fluorescent	<input checked="" type="radio"/> FLUORESCENT XL	<input checked="" type="radio"/> ULTRA T8 FLUORESCENT	<input checked="" type="radio"/> FLUORESCENT XL	<input checked="" type="radio"/> FLUORESCENT XL	<input checked="" type="radio"/> ECOLUX FLUORESCENT	<input checked="" type="radio"/> Do Not Include
MVR175/U	<input checked="" type="radio"/> No Upsell	<input checked="" type="radio"/> WATT-MISER MULTI-VAPOR	<input checked="" type="radio"/> No Upsell	<input checked="" type="radio"/> No Upsell	<input checked="" type="radio"/> No Upsell	<input checked="" type="radio"/> Do Not Include

Submit Cancel

Figure 12

GE PROPRIETARY



# COMMERCIAL LEAD MANAGEMENT

Sales Call Wizard Opportunity Mgmt

Sales Call Wizard

Pre-call Data Entry First Call Data Entry Follow-up Call

Open Existing Lead

Start New Lead

Reporting

follow-up-call 108 109 144

Generate Presentation Data Review Product Selection Review Distribution Functionality Help Cost of Light

## Instructions

Place your cursor over the slide ideas to view a sample image of the slide. In the next release, you will be able to select only the slides you want to print. After generating your Follow-Up Call presentation, click the View or Email buttons.

- Generate Presentation
- Data Review
- Product Selection Review
- Distribution Functionality
- Help
- Cost of Light

- Overview
- Segment Overview
- Cost of Light Example
- GE Lighting Screen Shot
- Next Steps
- Product Recommendation Slides 4

**Next Steps**

**Retrofit Existing Systems:**

- Schedule date for Lighting Audit

**Lamp for Lamp Replacement:**

- Review current usage and recommendations

**Daily Replacement Business:**

- Implement service plan

**Dedicated to Earn Your Business**

Generate

GE Proprietary

Figure 13



**GE Lighting**

**Property Management**

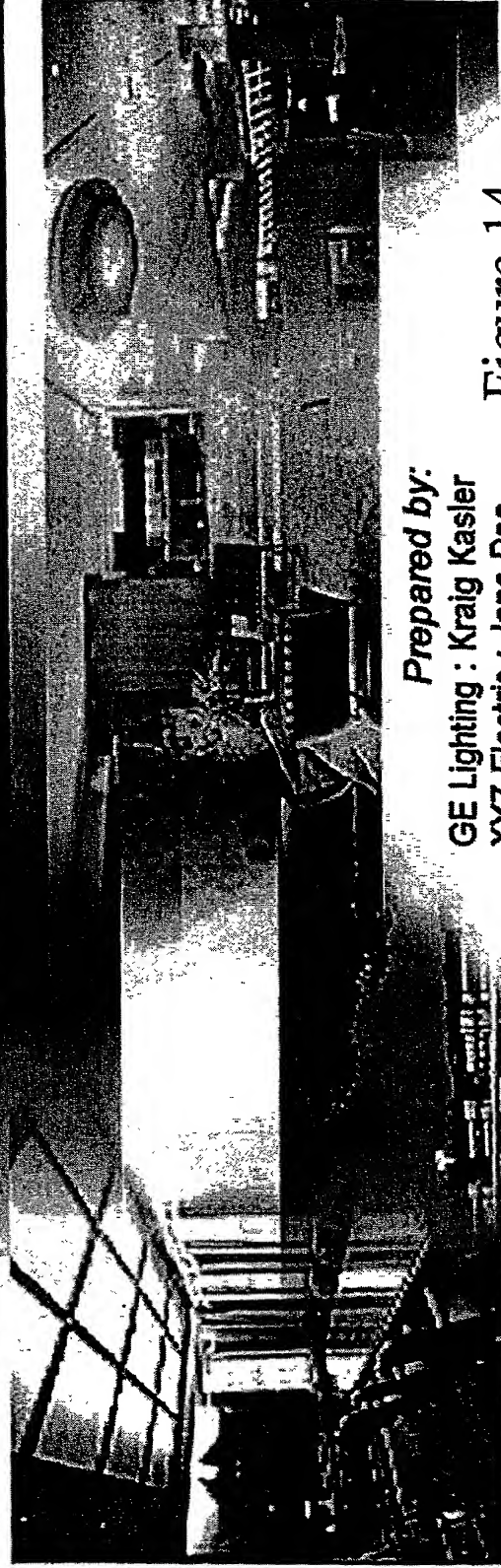
*Prepared for:*

ABC Office Properties

07/15/2001

John Doe

Engineer



*Prepared by:*

GE Lighting : Kraig Kasler

XYZ Electric : Jane Doe

**Figure 14**



GE Lighting

# Product Recommendations

Property Management

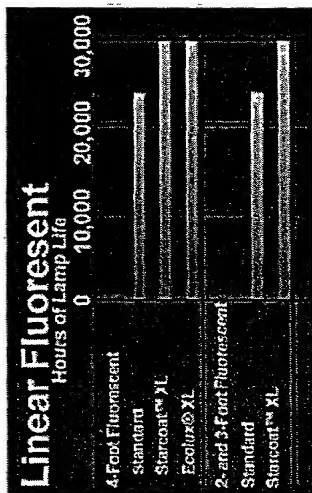
130

Existing Product:

8' T8 Fluorescent

132

Recommendation:



• XL lamps last up to 25% longer than standard T8 lamps.

• Lower lamp replacement and labor cost.

• Enhanced color rendering - the best in the industry.

• More light over life - 95% lumen maintenance.

## Benefits:

**Tenant Satisfaction -**

Longer life means fewer tenant requests for service. Avoid the workplace disruption of maintenance personnel replacing lamps.

**Labor / Productivity -**

Longer life means less time spent replacing lamps - releasing maintenance personnel's time for more critical building systems and tenant service issues.

**Safety & Security -**

Reduce the number of dark areas on a property, a potential safety hazard to tenants, by converting to longer life lamps.



Figure 15

148

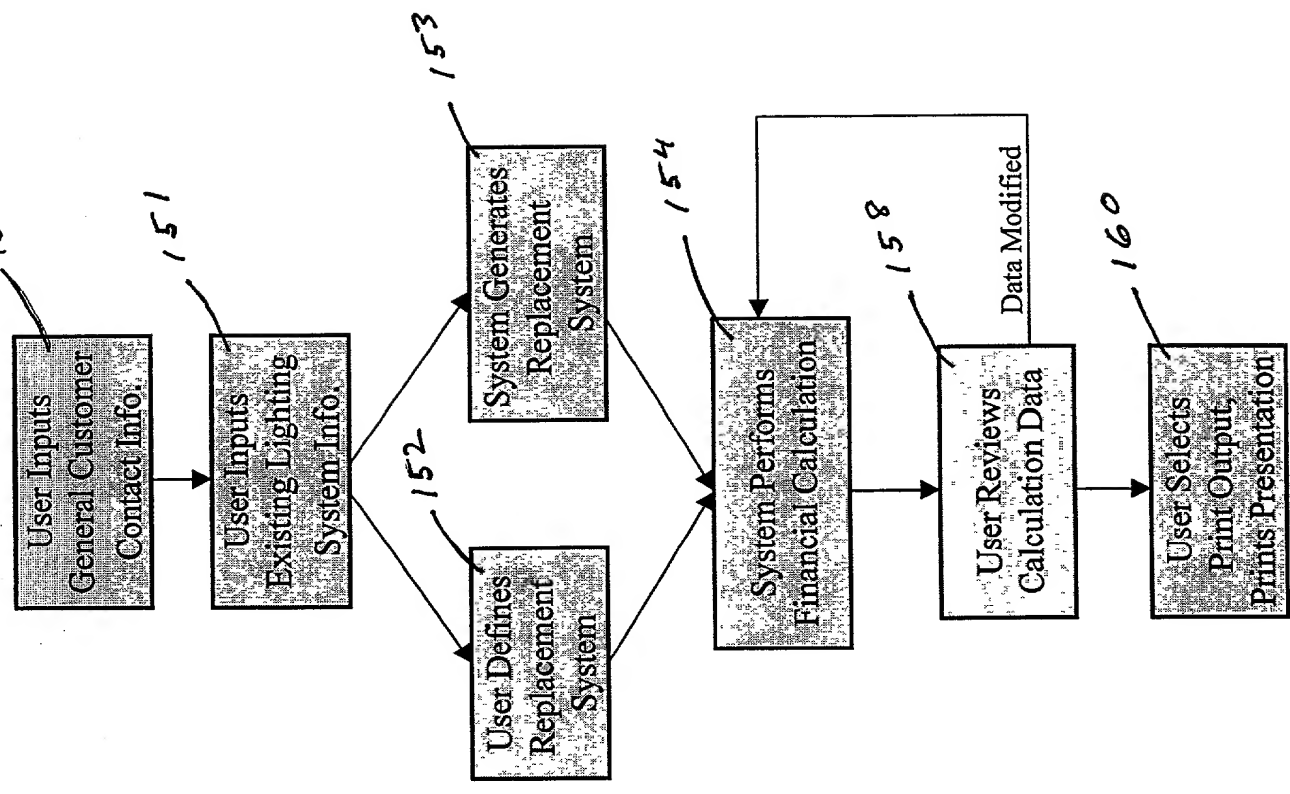


FIGURE 16



12



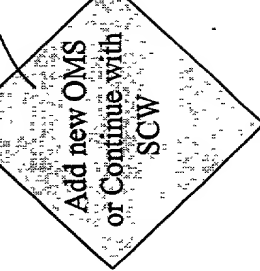
166



168



170



New OMS Entry

Continue with SCW

14

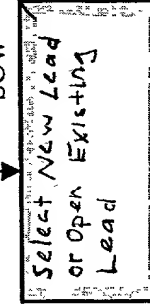
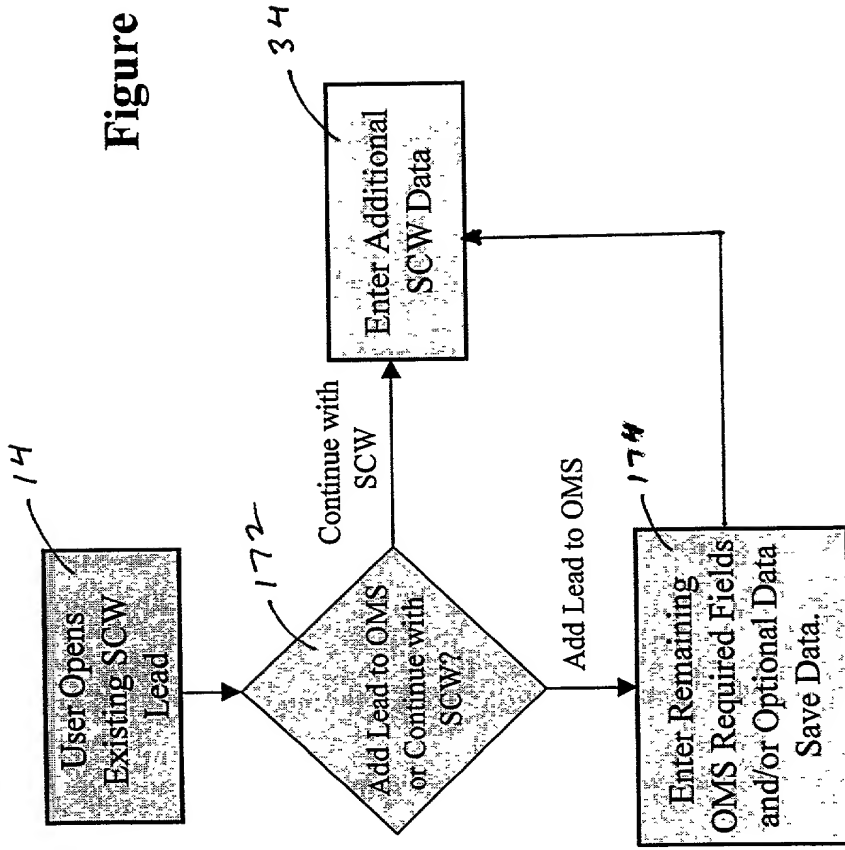


Figure 17

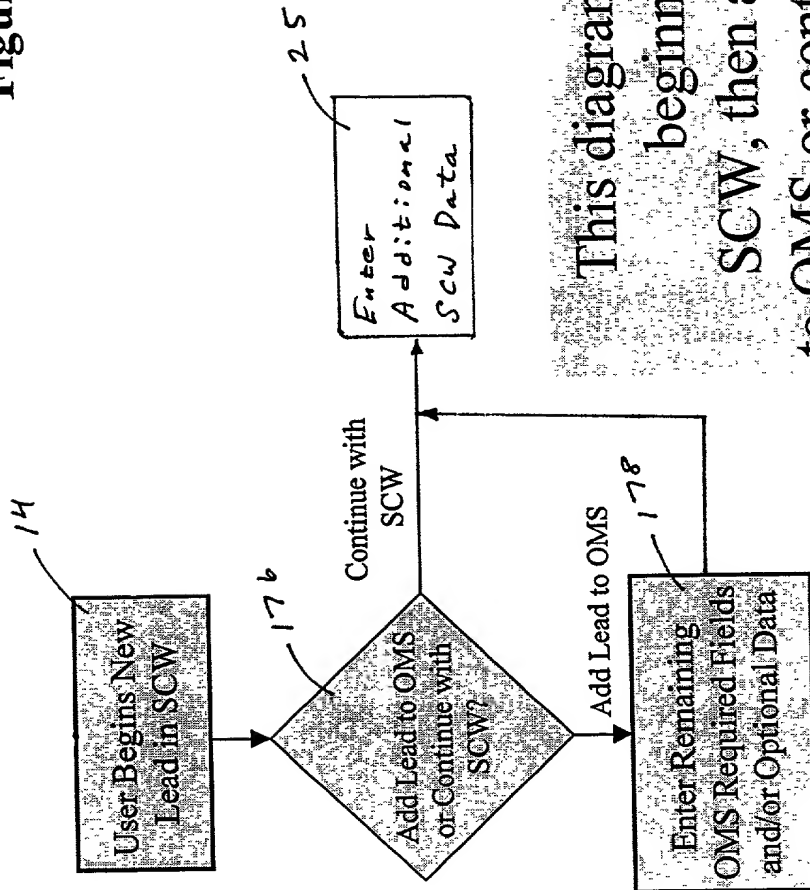
This diagram illustrates beginning in OMS, Entering Data, then moving on to SCW or new OMS Entry



**Figure 18**

This diagram illustrates opening existing SCW Lead, then adding Lead to OMS or continue with SCW

Figure 19



This diagram illustrates beginning in SCW, then adding Lead to OMS or continue with SCW

FIG. 20

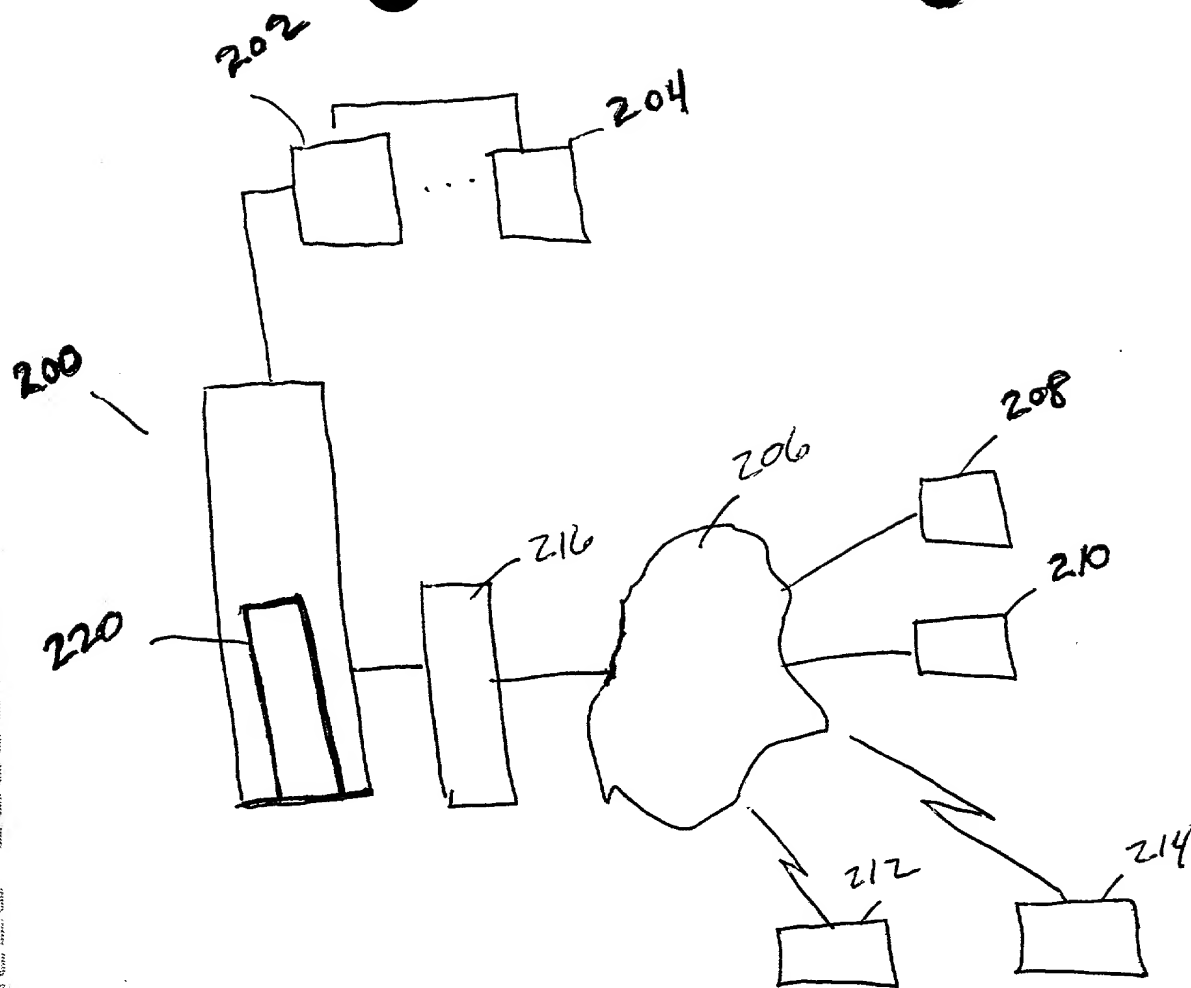


FIGURE 20